



The U.S. Department of Commerce's International Education Connection



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www.buyusa.gov/studyusa

HELPING YOU EDUCATE THE WORLD

Education and training is our country's 5th largest services export, bringing over \$12 billion in annual revenue to the United States, as well as enormous benefits of cultural and international understanding that are impossible to quantify. U.S. Department of Commerce Export Assistance Centers around the country work to help expand exports of U.S. products and services. This newsletter is a free service provided to U.S. educational institutions interested in expanding their international marketing and student recruitment. It is compiled and edited by the U.S. Department of Commerce education team, currently headed by Jim Paul of the Boston Export Assistance Center. Comments and feedback on this newsletter are appreciated.

Please check the boxes next to the items of interest to you, complete the brief form at the end of this newsletter, and fax or e-mail it back to the trade specialist above to receive more detailed information and consultation.

COUNTRY FEATURE: CHINA

Chinese student interest in overseas study has grown dramatically over the past 20 years, with the United States as the preferred destination. While the recent lull in the number of Chinese students studying abroad worldwide has generated concern on university campuses, this trend is likely a temporary adjustment to China's maturing domestic education market and implementation of new visa procedures. Recent statistics indicate that U.S. universities and colleges remain the top destination for overseas study.

Over the past several years, more than 100,000 Chinese students have studied abroad annually, up from only 4,900 students in the mid-1980s. China's opening to the outside world after decades of relative isolation combined with implementation of aggressive economic reforms beginning in the early 1980s served as the stimulus for the growing wave of Chinese students studying abroad. According to the United Nations Educational, Scientific, and Cultural Organization (UNESCO), China sends more students abroad than any other nation, worldwide.

Having emerged as one of the world's most dynamic economies and boasting rising disposable incomes and high savings rates, many Chinese families are financially able to send their children abroad to be educated. In 2003, Ministry of Education (MOE) statistics indicate that 93% of students studying abroad were self-financed with the remaining 7% financed by employers. A survey by the National Bureau of Statistics (NBS) found that Chinese families spend 10 percent of their savings on education, which has grown approximately 29 percent annually since 1990. In addition to savings, a growing number of middle-class Chinese families borrow money to finance the overseas education of their only child, as an international degree often ensures young professionals significant advantages in China's increasingly competitive marketplace.

U.S. schools are highly respected for academic excellence, and consequently, the preferred destination for Chinese students in the market for overseas education. The U.S. boasts the most diverse selection of schools worldwide – more than 2,300 degree-granting universities and colleges and 1,800 community colleges. In comparison to other English-speaking countries, the United Kingdom has 228 degree-granting schools, followed by Canada (200), Australia (42), and New

Zealand (31). In fact, approximately one-half of Chinese students that studied abroad during 2002-2003 and 2003-2004 academic years studied in the United States. Chinese students compose the second largest group of foreign students in the U.S. (after Indian students), accounting for 11% of the 572,509 enrolled international students.

Well known colleges and universities have greater name recognition and thus, require less active student recruiting programs. However, this is not the case for the majority of U.S. universities and colleges. In a brand conscious market, less well-known schools must implement active and strategic recruitment programs to establish credibility in China's increasingly savvy education market. Access to China's overseas study market is generally accessed through the following channels:

- **Direct Recruitment via Education Fairs**

Schools that opt for direct student recruitment usually participate in any number of China's international and domestic education fairs. Carefully selected as fairs target different market segments – i.e. undergraduate versus graduate students.

- **Recruitment via Partner Organization**

Some schools also partner with local universities or recruitment/overseas advising centers to recruit students. As foreign universities have become a magnet for Chinese students, a cottage industry of agencies, brokers and go-between firms has developed. In recent years, the Chinese government has moved to license such companies. CS China can assist U.S. universities connect with authorized recruitment agencies and overseas advising centers. These organizations vary in scope, but generally provide information on foreign universities and offer guidance with assessment tests, school application materials, passport and visa procedures. They can also serve as an active recruitment agent promoting, particular foreign universities. Services are provided on either a commission basis or paid by the student. Schools beware of "visa touts" by carefully screening potential partners to ensure that they are actively involved legitimate student recruitment.

Approximately 82% of Chinese students studying in the United States are post-graduate students. However, the number of undergraduate students studying abroad is rising. Chinese students have traditionally gone abroad to pursue studies related to sciences, but are beginning to branch out into other areas including business, economics, and social sciences. In addition to undergraduate and post-graduate students, local recruitment agencies indicate that wealthy Chinese families are beginning to express interest in sending their high school age children abroad for study at private college preparatory schools. While this segment of China's overseas study market is very small, it is a niche market that will grow as the urban elite in China's major cities continues to expand.

Students at all levels generally obtain information regarding overseas study opportunities from the Internet, agencies, and exhibitions. However, some students, particularly at the undergraduate level, are learning about overseas study through "1-2-1" programs offered at their university. Some Chinese universities together with foreign partners, have designed "1-2-1" articulation agreements that offer Chinese students a two-year study abroad option for undergraduates. Through such arrangements, foreign universities are able to tap into China's market for overseas study for two years of an undergraduate student's four-year academic career. The student completes the first year of undergraduate study in China, followed by two years abroad at the foreign university, after which the student would return to China for the final year of undergraduate study to receive a bachelor's degree. Such a model is increasingly commonplace in universities across China.

The above is an excerpt from a report prepared in September 2005 by the U.S. Commercial Service in China.

SUCCESS STORY: CS Helps Pave Way for DePaul Campus in Jordan

DePaul University School of Computer Science, Telecommunications, and Information Services (CTI) in Chicago is one of the largest graduate information technology programs in the United States, with more than 3600 students. Trade Specialist Debra Rogers has worked with CTI since 2001, but recently CTI has become increasingly internationally active, especially in the area of forming global partnerships leading to Masters of Science degree programs.

In July 2005, Adam Kashuba, Director of DePaul's Global CTI effort, notified Ms. Rogers that CTI had signed an MOU with Al-Balqa Applied University (BAU) to open a CTI branch campus in Amman, Jordan. Through this partnership, CTI would be offering masters degrees in Information Systems, Telecommunications Systems, Software Engineering; and Computer, Information, and Network Security. In August, Mr. Kashuba traveled to Jordan to finalize the arrangements and make sure everything was in place to start classes on September 6. Ms. Rogers informed Senior Commercial Officer (SCO) Laurie

Farris at the U.S. Commercial Service in Amman (CS Amman) of the CTI/BAU partner-ship and Mr. Kashuba's travel plans, and she suggested to Mr. Kashuba, that he might call on SCO Farris and invite her to the opening ceremony.

To solidify the partnership and gain the appropriate approvals, SCO Farris, together with Steven Ramirez of the State Department, helped Mr. Kashuba arrange a series of meetings with appropriate officials, culminating in a meeting with the Ministry of Higher Education. SCO Farris accompanied Mr. Kashuba to all his meetings with government officials, and followed up with them to assure receipt of the written approval.

Classes ended up starting about 10 days later than originally planned, but the necessary approvals were received, and 45 students started as a cohort on a two-year course of study leading to the MS degree. Forty students are already enrolled for the next cohort, some starting this winter and others taking prerequisite courses this December.

While accustomed to prompt and helpful assistance from the Chicago Export Assistance Center, Mr. Kashuba remarked that he was extremely pleased by the extent of assistance he received from CS Amman. He noted that SCO Farris jumped right in, and that DePaul could not have pulled this off in the time necessary without her help.

NEW MARKET RESEARCH

Our specialists abroad develop market research to help you evaluate markets for your educational services. Research ranges from short reports on areas of opportunity to detailed market and industry reports. Below are a few examples of some of our most recent market research reports available FREE OF COST. Please check the boxes next to the items of interest to you, complete the brief form at the end of this newsletter, and fax or e-mail it back to the trade specialist above to receive the complete reports.

Detailed Country Reports:

<input type="checkbox"/>	Malaysia	Undergraduate Studies- Malaysian Students to USA	October 27, 2005
<input type="checkbox"/>	Thailand	Market Potential for Graduate and Undergraduate Recruitment	October 20, 2005
<input type="checkbox"/>	China	Market for Management Education	October 18, 2005
<input type="checkbox"/>	China	Overseas Study Market	September 26, 2005
<input type="checkbox"/>	Venezuela	ESL Services Overview	September 19,2005
<input type="checkbox"/>	West Bank	Palestinian Education and Training Service Sector Brief	September 2, 2005
<input type="checkbox"/>	Chile	English as a Second Language Show	August 26, 2005
<input type="checkbox"/>	Turkey	English as a Second Language Instruction in Turkey	August 17, 2005
<input type="checkbox"/>	Germany	Market for e-learning Systems	August 11, 2005
<input type="checkbox"/>	Turkey	Education Minister Pronouncement	August 3, 2005

These reports can also be found at www.export.gov.

PROMOTIONAL EVENTS

The U.S. Department of Commerce develops and/or supports promotional fairs abroad at which U.S. educational institutions can recruit international students and meet with educational multipliers and agents. Events include trade missions, promotional fairs and educational seminars. Below is a list of our upcoming programs.

❑ **February 12-16, 2006 American Education Expo - GULF 2006**

Fairs organized by International Student Network (ISN). The U.S. Commercial Service has certified these education fairs and will be providing support logistical and promotional support. Dubai on 2/12 and 2/13/06, Abu Dhabi on 2/14/06, Kuwait City on 2/16/06. See <http://www.isnexpo.com>.

❑ **March 13-16, 2006: Education and Career Development Expo - Kuwait**

Exhibitors at this show are international & Kuwaiti public & private universities, colleges, language schools, educational & training institutes, consulting centers, and career development institutes. Amideast will have a booth to counsel those interested in studying in the U.S., and the U.S. Commercial Service in Kuwait is organizing a literature display booth for interested U.S. educational institutions and companies (cost: \$400). The U.S. Commercial Service will provide a briefing on the Kuwaiti education market to all U.S. exhibitors, and if there are enough, they will also organize a U.S. pavilion. Career training, especially IEP's and computer skill courses, is in high demand. Also, the Kuwaiti Government sends a fairly large number of its students to study in the U.S. For more information on this show and background on the Kuwaiti education market, please contact the trade specialist listed at the top of this newsletter.

❑ **March 27-30, 2006: Bologna Children's Book Fair - Italy**

The U.S. Commercial Service of the Department of Commerce is pleased to announce its collaboration with the Association of Educational Publishers on the 2006 Global Learning Initiative (GLI) at the Bologna Children's Book Fair to be held in Bologna, Italy, March 27-30, 2006. We would like to encourage U.S. companies in the educational publishing field—both print and multimedia-- to participate in this important opportunity to increase your international business. Much more than a space within the Fair, the GLI is a program to bring together print and multimedia publishers of educational books, materials, software, and video from around the world. The initiative includes matchmaking appointments, workshops on doing business internationally, a speaker series, an awards program, networking receptions, market research materials, and more. To help you make the most of your presence at the Fair, the U.S. Commercial Service will provide U.S. exhibitors with a complete package of business facilitation and promotional services including: a personalized schedule of one-on-one appointments with potential partners; extensive marketing of your presence at the exhibition; onsite assistance/counseling from Commercial Service staff for the duration of the Fair; shipping assistance; and a pre-fair briefing.

❑ **April 27, 2006: Study USA - Tijuana, Baja California, Mexico**

Since 2000, the number of Mexican students studying in the United States has increased by approximately 20 percent, making Mexico the 7th largest source of international students. Prospective students from Baja California find study in the United States particularly accessible and attractive. As this Mexican state's economy is largely internationally focused, a U.S. degree gives students from Baja California an advantage in the local labor market. This event will introduce thousands of high school and college students, as well as business executives, from the Baja Peninsula to a wide range of study opportunities in the United States. The fee for one 10'X 10' standard booth is US\$750.00. For more information, please contact Judith Valdes (judith.valdes@NOSPAM.mail.doc.gov) with our office in Tijuana.

❑ **October 25-27, 2006 - WorldDidac 2006 - Basel, Switzerland**

This show covers supplies and equipment used for basic education up to post-graduate and professional education. IT and relevant software is heavily represented as well as advanced laboratory instruments used at universities, simulators (e.g. for driving), language labs as well as education games for children. Special equipment for handicapped is also well represented. This show saw 450 exhibitors from 25 countries and 18,000 trade visitors from 42 countries in 2004. The show is also attended by many official buyer delegations at the ministerial level. *Save the date. *

Updated information on upcoming events can also be found at www.buyusa.gov/studyusa.

MORE INFORMATION

For more information on any of the programs and market research mentioned please complete the following, check the boxes

next to newsletter items of interest and fax or e-mail this document to the contact listed on the top of the first page.

Your Name _____ Organization _____

Title _____ E-mail address _____

Telephone _____ Fax Number _____

Comments _____

(To be removed from this mailing list or replaced with a colleague please indicate this in the comments section)